

Message Text

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PAGE 01 SINGAP 03168 170251Z
ACTION EA-12

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P 170110Z JUL 78
FM AMEMBASSY SINGAPORE
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INFO USDOC WASHDC PRIORITY
AMEMBASSY BANGKOK
AMEMBASSY JAKARTA
AMEMBASSY KUALA LUMPUR
AMEMBASSY MANILA
AMCONSUL HONG KONG

UNCLAS SINGAPORE 3168

DEPT ALSO PASS OPIC

E.O. 11652: N/A
TAGS: BEXP, SN
SUBJECT: THIRD QUARTER FY 78 CCP REPORT - SINGAPORE

REFS: A) SINGAPORE 1628, B) SINGAPORE 2503,
C) SINGAPORE A-87 D) STATE 120532
E) SINGAPORE 3041

SUMMARY. SCIENEX, IMC OFFSITE IN KUALA LUMPUR, IMPLEMENTED
SMOOTHLY WITH SATISFACTORY RESULTS. ADS WORKLOAD SKYROCKE-
TING. GSP SEMINAR PROMOTED GOODWILL. FOURTH QUARTER FY 78
ACTIVITIES INCLUDE TWO MAJOR IMC EXHIBITIONS, AN IMC
CAMPAIGN TO SIGN UP BSPPS FOR FY 78, AND HOPEFULLY AN IMC
SHOWING OF FP/P VTR IN CONJUNCTION WITH USDA SPONSORED
PROCESSED FOOD SHOW. MAJOR ADDITIONS TO FY 78 CCP ACTIVITIES
INCLUDE AN OFFSITE SHOW AT THE SINGAPORE WORLD TRADE CENTER,
AN OPIC INVESTMENT MISSION, AND THE DISSEMINATION OF
ADB-FINANCED PROJECT INFORMATION TO U.S. EQUIPMENT SUPP-
LIERS BASED IN SINGAPORE UNDER MAJOR PROJECTS ONGOING
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PROGRAM. END OF SUMMARY.

1. CHARGE CHAIRED THIRD QUARTER FY 78 CCP REVIEW MEETING
ON JULY 10. USDOC CCP COORDINATOR TODD BURNS AND OPIC
INVESTMENT MISSIONS DIRECTOR CARL MIDDLETON ATTENDED
AND CONTRIBUTED.

2. SCIENEX, THE KUALA LUMPUR OFFSITE FROM MAY 29 TO JUNE 3, DID WELL CONSIDERING IT WAS AN OTM-DOMINATED SHOW. OFF-THE-FLOOR SALES WERE LOW AS EXPECTED, ABOUT \$100,000, AND THE \$3 MILLION 12-MONTH PROJECTION WAS CONSIDERED A REASONABLE RESULT FOR THE SIZE OF THE MARKET. A WRAPUP CABLE WAS DENT IN REFTEL B, AND A FINAL SHOW REPORT IS UNDER PREPARATION. THE IMC AND EMBASSY STAFF HAVE BEEN BUSY DURING THE THIRD QUARTER PREPARING FOR THE TWO MAJOR IMC EXHIBITIONS SCHEDULED DURING JULY.

3. ADS REQUESTS ARE BOOMING WITH A TOTAL OF 47 SUCH REQUESTS RECEIVED DURING THE FIRST 6 MONTHS OF 1978 COMPARED TO ONLY 19 DURING THE FIRST HALF OF 1977. THE SUDDEN INCREASE IN APPLICATIONS THIS YEAR SEEMS TO INDICATE A GREATER INTEREST BY AMERICAN EXPORTERS TO BECOME A GREATER INTEREST BY AMERICAN EXPORTERS TO BECOME REPRESENTED IN ASEAN WITH SINGAPORE AS THE REGIONAL BASE, A MOVE THE CCAG APPLAKDS. THE ADS PROJECTED WORKLOAD FOR ALL OF FY 78 WAS ONLY 45, SO THAT FIGURE SHOULD BE REVISED ACCORDINGLY. ADS REQUESTS ARE OFTEN RECEIVED AT POST 30 DAYS FROM THE DATE THE CLIENT COMPANY FILED HIS APPLICATION WITH THE DISTRICT OFFICE. USUALLY, THE ADS IS SERVICED HERE WITHIN 30 DAYS OF RECEIPT. ONCE CABLED FROM HERE, IT SEEMF THAT ANOTHER 30 DAYS MAY ELAPSE BEFORE THE REPORT IS DELIVERED
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TO THE CLIENT. THEREFORE, DISTRICT OFFICES SHOULD BE ADVISING COMPANY CLIENTS THAT ADS RESULTS WILL NORMALLY BE AVAILABLE 90 DAYS AFTER THEIR APPLICATION FORM IS SUBMITTED.

4. THE US GSP SEMINAR HELD MAY 19 AT THE IMC WAS EXTREMELY WELL RECEIVED AND ATTENDED BY SOME 160 PRIVATE BUSINESSMEN AND GOVERNMENT OFFICIALS. A REPORT OF THAT THIRD QUARTER ACTIVITY NOT IN THE FY 78 CCP WAS SUBMITTED BY REFAIR C.

5. DURING THE FOURTH QUARTER OF FY 78, THE IMC STAFF WILL MAKE ABOUT 200 VISITS ON AMERICAN FIRMS AND LOCAL AGENTS IN SINGAPORE IN ORDER TO RECRUIT A FULL PROGRAM OF BSPS FOR FY 79.

6. IN LATE SEPTEMBER 1978, A U.S. PROCESSED FOOD SHOW WILL BE HELD AT THE MARCO POLO HOTEL BY USDA AND THE IMC WILL SCREEN A FOOD PROCESSING AND PACKAGING VTR AT THE SAME TIME.

7. POST APPRECIATES COMMENTS, REFTEL D, PARA 1B,

AND WILL CONTINUE TO MONITOR DEVELOPMENTS OF PRIVATELY ORGANIZED TRADE SHOWS IN SINGAPORE, ESPECIALLY IF U.S. FAIR ORGANIZERS ARE INVOLVED. THE SINGAPORE WORLD TRADE CENTER IS NOW SCHEDULED TO HAVE 5 OR 6 EVENTS BY THE END OF 1978, AT LEAST 7 TRADE SHOWS IN 1979, AND 17 TRADE EVENTS IN 1980. FULL CAMPAIGN ON SHIPBUILDING AND SHIPREPAIR MACHINERY AND EQUIPMENT HAS BEEN ADDED TO FY 79 CCP FOR JUNE 1979 MARINTEC SHOW SCHEDULED TO TAKE PLACE IN SINGAPORE WORLD TRADE CENTER. PRINTPAC, IN SAME LOCATION, IS ON FY 80 CCP AGENDA FOR NOVEMBER 1979.

8. REFTEL E IS POST'S RESPONSE TO STATE INQUIRY CONCERNING INTERAGENCY STUDY GROUP ON ADB-FINANCED PROJECTS EQUIPMENT PROCUREMENT OPPORTUNITIES. FY 79 CCP REFLECTS UNCLASSIFIED

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POST'S INTEREST IN DISSEMINATING INFORMATION ABOUT ADB FINANCED PROJECTS UNDER SPECIAL POST EFFORT TO FOLLOWUP ON MAJOR PROJECTS.

9. CARL MIDDLETON BRIEFED CCAG ON RESULTS OF FEASIBILITY STUDY OF BRINGING 25 BUSINESSMEN TO ASEAN COUNTRIES DURING FIRST QUARTER OF FY 79 FOR PURPOSE OF EXPLORING INVESTMENT POSSIBILITIES. AT PRESENT, IF FAVOURABLE DECISION IS MADE IN WASHINGTON, PART OF INVESTMENT MISSION, BETWEEN 12 AND 15 AMERICAN EXECUTIVES, WOULD VISIT SINGAPORE FROM NOVEMBER 1-5, 1978. PRELIMINARY CONTACTS WITH ECONOMIC DEVELOPMENT BOARD, SINGAPORE MANUFACTURERS' ASSOCIATION, AND AMERICAN BUSINESS COUNCIL WERE ALL FAVORABLE. OPIC INVESTMENT MISSION TENTATIVELY ADDED TO FIRST QUARTER FY 79 CCP ACTIVITIES WITH COMMATT HAVING PRIMARY RESPONSIBILITY AS MISSION COORDINATOR.

10. PER REFTEL D, PARA 3, REVIEW BY CCAG OF MARKET RESEARCH ACTIVITIES HAS BEEN POSTPONED UNTIL NEXT MEETING. INGRAHAM

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